

CLAIMS:

What is claimed is:

1. A method for electronically managing consumer preferences, said method comprising the steps of:

transmitting consumer preferences for a particular user from a portable data processing system associated with said particular user in a transmittable data format to a plurality of independent server systems each associated with a particular consumer provider from among a plurality of consumer providers; and

receiving designated offerings of services and products in accordance with said consumer preferences from said plurality of independent server systems at said portable data processing system in said transmittable data format.

2. The method for electronically managing consumer preferences according to claim 1, said method further comprising the step of:

filtering output of said designated offerings of services and products at an output interface associated with said portable data processing system according to user output filtering preferences, such that said particular user receives a filtered selection of said electronically provided services and products via an

10 output interface associated with said portable data
11 processing system.

1 3. The method for electronically managing consumer
2 preferences according to claim 1, said step of
3 transmitting consumer preferences for a particular user
4 from a portable data processing system associated with
5 said particular user in a transmittable data format to a
6 plurality of independent server systems, further
7 comprising the steps of:

8 detecting the location of said portable data
9 processing system with a global positioning system
10 associated with said portable data processing system; and

11 transmitting said location of said portable data
12 processing system in said transmittable data format to
13 said plurality of independent server systems.

1 4. The method for electronically managing consumer
2 preferences according to claim 1, said step of
3 transmitting consumer preferences for a particular user
4 from a portable data processing system associated with
5 said particular user in a transmittable data format to a
6 plurality of independent server systems, further
7 comprising the step of:

8 transmitting a user profile with said consumer
9 preferences for a particular user from said portable data
10 processing system in said transmittable data format to a

particular server system from among said plurality of independent server systems.

5. The method for electronically managing consumer preferences according to claim 1, said step of transmitting consumer preferences for a particular user from a portable data processing system associated with said particular user in a transmittable data format to a plurality of independent server systems, further comprising the step of:

filtering transmission of said consumer preferences according to transmission preferences designated by said particular user at said portable data processing system.

6. The method for electronically managing consumer preferences according to claim 1, said step of transmitting consumer preferences for a particular user from a portable data processing system associated with said particular user in a transmittable data format to a plurality of independent server systems, further comprising the step of:

converting said consumer preferences designated for a particular user into said transmittable data format.

7. The method for electronically managing consumer preferences according to claim 6, said step of converting consumer preferences further comprising the step of:

4 converting said consumer preferences into an
5 extensible mark-up language data format.

1 8. The method for electronically managing consumer
2 preferences according to claim 1, said method further
3 comprising the step of:

4 analyzing said designated offerings of services and
5 products received from each of said plurality of
6 independent server systems at said portable data
7 processing system.

1 9. The method for electronically managing consumer
2 preferences according to claim 8, said step of analyzing
3 said designated offerings of services and products
4 further comprising the steps of:

5 analyzing said designated offerings of services and
6 products according to travel time to said venues for said
7 consumer providers in view of scheduling constraints for
8 said particular user; and

9 recommending a selection of said venues with travel
10 times that are acceptable in view of said scheduling
11 constraints for said particular user.

1 10. The method for electronically managing consumer
2 preferences according to claim 8, said step of analyzing

3 said designated offerings of services and products
4 further comprising the steps of:

5 analyzing said designated offerings of services and
6 products according to price and budget constraints for
7 said particular user; and

8 outputting a recommended selection of said
9 designated products and services that are acceptable in
10 view of said budgetary constraints to an output interface
11 controlled by said portable data processing system.

1 11. The method for electronically managing consumer
2 preferences according to claim 1, said method further
3 comprising the step of:

4 in response to a user selection from among said
5 designated products and services, transmitting said user
6 selection and payment authorization from said portable
7 data processing system to a particular server system from
8 among said plurality of independent server systems that
9 provides said selection from among said designated
10 offerings of services and products.

1 12. A system for electronically managing consumer
2 preferences, said system comprising:

3
4 means for transmitting consumer preferences for a
5 particular user from a portable data processing system
6 associated with said particular user in a transmittable
7 data format to a plurality of independent server systems
8 each associated with a particular consumer provider from
9 among a plurality of consumer providers; and

10 means for receiving designated offerings of services
11 and products in accordance with said consumer preferences
12 from said plurality of independent server systems at said
13 portable data processing system in said transmittable
14 data format.

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17 13. The system for electronically managing consumer
18 preferences according to claim 1, said system further
19 comprising:

20 means for filtering output of said designated
21 offerings of services and products at an output interface
22 associated with said portable data processing system
23 according to user output filtering preferences, such that
24 said particular user receives a filtered selection of
25 said electronically provided services and products via an
26 output interface associated with said portable data
27 processing system.

1 14. The system for electronically managing consumer
2 preferences according to claim 1, said means for
3 transmitting consumer preferences for a particular user
4 from a portable data processing system associated with
5 said particular user in a transmittable data format to a
6 plurality of independent server systems, further
7 comprising:

8 means for detecting the location of said portable
9 data processing system with a global positioning system
10 associated with said portable data processing system; and

11 means for transmitting said location of said
12 portable data processing system in said transmittable
13 data format to said plurality of independent server
14 systems.

1 15. The system for electronically managing consumer
2 preferences according to claim 1, said means for
3 transmitting consumer preferences for a particular user
4 from a portable data processing system associated with
5 said particular user in a transmittable data format to a
6 plurality of independent server systems, further
7 comprising:

8 means for transmitting a user profile with said
9 consumer preferences for a particular user from said
10 portable data processing system in said transmittable
11 data format to a particular server system from among said
12 plurality of independent server systems.

1 16. The system for electronically managing consumer
2 preferences according to claim 1, said means for
3 transmitting consumer preferences for a particular user
4 from a portable data processing system associated with
5 said particular user in a transmittable data format to a
6 plurality of independent server systems, further
7 comprising:

8 means for filtering transmission of said consumer
9 preferences according to transmission preferences
10 designated by said particular user at said portable data
11 processing system.

1 17. The system for electronically managing consumer
2 preferences according to claim 1, said means for
3 transmitting consumer preferences for a particular user
4 from a portable data processing system associated with
5 said particular user in a transmittable data format to a
6 plurality of independent server systems, further
7 comprising:

8 means for converting said consumer preferences
9 designated for a particular user into said transmittable
10 data format.

1 18. The system for electronically managing consumer
2 preferences according to claim 17, said means for
3 converting consumer preferences further comprising

4 means for converting said consumer preferences into
5 an extensible mark-up language data format.

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1 19. The system for electronically managing consumer
2 preferences according to claim 1, said system further
3 comprising:

4 means for analyzing said designated offerings of
5 services and products received from each of said
6 plurality of independent server systems at said portable
7 data processing system.

1 20. The system for electronically managing consumer
2 preferences according to claim 19, said means for
3 analyzing said designated offerings of services and
4 products further comprising:

5 means for analyzing said designated offerings of
6 services and products according to travel time to said
7 venues for said consumer providers in view of scheduling
8 constraints for said particular user; and

9 means for recommending a selection of said venues
10 with travel times that are acceptable in view of said
11 scheduling constraints for said particular user.

1 21. The system for electronically managing consumer
2 preferences according to claim 19, said means for

3 analyzing said designated offerings of services and
4 products further comprising:

5 means for analyzing said designated offerings of
6 services and products according to price and budget
7 constraints for said particular user; and

8 means for outputting a recommended selection of said
9 designated products and services that are acceptable in
10 view of said budgetary constraints to an output interface
11 controlled by said portable data processing system.

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1 22. The system for electronically managing consumer
2 preferences according to claim 1, said system further
3 comprising:

4 means for transmitting said user selection and
5 payment authorization from said portable data processing
6 system to a particular server system from among said
7 plurality of independent server systems that provides
8 said selection from among said designated offerings of
9 services and products, in response to a user selection
10 from among said designated products and services.

1 23. A program for electronically managing consumer
2 preferences, residing on a computer usable medium having
3 computer readable program code means, said program
4 comprising:

5
6 means for transmitting consumer preferences for a
7 particular user from a portable data processing system
8 associated with said particular user in a transmittable
9 data format to a plurality of independent server systems
10 each associated with a particular consumer provider from
11 among a plurality of consumer providers; and

12 means for receiving designated offerings of services
13 and products in accordance with said consumer preferences
14 from said plurality of independent server systems at said
15 portable data processing system in said transmittable
16 data format.

1 24. The program for electronically managing consumer
2 preferences according to claim 23, said program further
3 comprising:

4 means for filtering output of said designated
5 offerings of services and products at an output interface
6 associated with said portable data processing system
7 according to user output filtering preferences, such that
8 said particular user receives a filtered selection of
9 said electronically provided services and products via an
10 output interface associated with said portable data
11 processing system.

1 25. The program for electronically managing consumer
2 preferences according to claim 23, said program further
3 comprising:

4 means for detecting the location of said portable
5 data processing system with a global positioning system
6 associated with said portable data processing system; and

7 means for transmitting said location of said
8 portable data processing system in said transmittable
9 data format to said plurality of independent server
0 systems.

1 26. The program for electronically managing consumer
2 preferences according to claim 23, said program further
3 comprising:

4 means for transmitting a user profile with said
5 consumer preferences for a particular user from said
6 portable data processing system in said transmittable
7 data format to a particular server system from among said
8 plurality of independent server systems.

1 27. The program for electronically managing consumer
2 preferences according to claim 23, said program further
3 comprising:

4 means for filtering transmission of said consumer
5 preferences according to transmission preferences

6 designated by said particular user at said portable data
7 processing system.

1 28. The program for electronically managing consumer
2 preferences according to claim 23, said program further
3 comprising:

4 means for converting said consumer preferences
5 designated for a particular user into said transmittable
6 data format.

1 29. The program for electronically managing consumer
2 preferences according to claim 28, said program further
3 comprising:

4 means for converting said consumer preferences into
5 an extensible mark-up language data format.

1 30. The program for electronically managing consumer
2 preferences according to claim 23, said program further
3 comprising:

4 means for analyzing said designated offerings of
5 services and products received from each of said
6 plurality of independent server systems at said portable
7 data processing system.

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31. The program for electronically managing consumer preferences according to claim 31, said program further comprising:

means for analyzing said designated offerings of services and products according to travel time to said venues for said consumer providers in view of scheduling constraints for said particular user; and

means for recommending a selection of said venues with travel times that are acceptable in view of said scheduling constraints for said particular user.

32. The program for electronically managing consumer preferences according to claim 31, said program further comprising:

means for analyzing said designated offerings of services and products according to price and budget constraints for said particular user; and

means for outputting a recommended selection of said designated products and services that are acceptable in view of said budgetary constraints to an output interface controlled by said portable data processing system.

33. The program for electronically managing consumer preferences according to claim 23, said program further comprising:

means for transmitting said user selection and payment authorization from said portable data processing system to a particular server system from among said plurality of independent server systems that provides said selection from among said designated offerings of services and products, in response to a user selection from among said designated products and services.

1 34. A method for managing offerings by consumer
2 providers, said method comprising the step of:

3 receiving consumer preferences for a particular user
4 from a portable computer system in a particular
5 transmittable data format at a particular server system
6 from among a plurality of independent server systems,
7 wherein each of said plurality of independent server
8 systems respectively comprises a database of services and
9 products provided by a particular consumer provider from
10 among said plurality of consumer providers;

11 designating an offering of services and products for
12 said particular user at said particular server system, in
13 response to comparison of said consumer preferences with
14 said database of services and products at said particular
15 server system; and

16 transmitting said designated offering to said
17 portable computer system in said particular transmittable
18 data format.

1 35. The method for managing offerings by consumer
2 providers according to claim 34, said step of
3 transmitting said designated offering to said portable
4 computer system in said particular transmittable data
5 format further comprising the step of:

6 converting said designated services and products
7 into an extensible mark-up language data format.

1 36. The method for managing offerings by consumer
2 providers according to claim 34, said method further
3 comprising the steps of:

4 determining a selection of electronic advertising
5 associated with said designated products and services
6 from among a plurality of electronic advertisements
7 accessible at said particular server system;

8 controlling output of said selection of electronic
9 advertising from said particular server system to a
10 plurality of diverse output interfaces.

1 37. The method for managing offerings by consumer
2 providers according to claim 36, said method further
3 comprising the step of:

4 adjusting a selection of output interfaces which
5 receive a particular electronic advertisement according
6 to the detected location of said portable data processing
7 system associated with said particular user.

1 38. The method for managing offerings by consumer
2 providers according to claim 34, said method further
3 comprising the steps of:

4 determining a selection of service recommendations
5 for staff members of a particular consumer provider
6 associated with said designated products and services

particular user at said
output of said selection
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staff members.

controlling output of said selection of service
recommendations from said particular server system to a
plurality of diverse output interfaces that are
accessible to said staff members.

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1 39. A system for managing offerings by consumer
2 providers, said system comprising:

3 means for receiving consumer preferences for a
4 particular user from a portable computer system in a
5 particular transmittable data format at a particular
6 server system from among a plurality of independent
7 server systems, wherein each of said plurality of
8 independent server systems respectively comprises a
9 database of services and products provided by a
10 particular consumer provider from among said plurality of
11 consumer providers;

12 means for designating an offering of services and
13 products for said particular user at said particular
14 server system, in response to comparison of said consumer
15 preferences with said database of services and products
16 at said particular server system; and

17 means for transmitting said designated offering to
18 said portable computer system in said particular
19 transmittable data format.

1 40. The system for managing offerings by consumer
2 providers according to claim 39, said means for
3 transmitting said designated offering to said portable
4 computer system in said particular transmittable data
5 format further comprising:

6 means for converting said designated services and
7 products into an extensible mark-up language data format.

1 41. The system for managing offerings by consumer
2 providers according to claim 39, said system further
3 comprising:

4 means for determining a selection of electronic
5 advertising associated with said designated products and
6 services from among a plurality of electronic
7 advertisements accessible at said particular server
8 system;

9 means for controlling output of said selection of
10 electronic advertising from said particular server system
11 to a plurality of diverse output interfaces.

1 42. The system for managing offerings by consumer
2 providers according to claim 41, said system further
3 comprising:

4 means for adjusting a selection of output interfaces
5 which receive a particular electronic advertisement
6 according to the detected location of said portable data
7 processing system associated with said particular user.

1 43. The system for managing offerings by consumer
2 providers according to claim 39, said system further
3 comprising:

4 means for determining a selection of service
5 recommendations for staff members of a particular
6 consumer provider associated with said designated

products and services selected for said particular user at said particular server system; and

means for controlling output of said selection of service recommendations from said particular server system to a plurality of diverse output interfaces that are accessible to said staff members.

1 44. A program for managing offerings by consumer
2 providers, residing on a computer usable medium having
3 computer readable program code means, said program
4 comprising:

5 means for receiving consumer preferences for a
6 particular user from a portable computer system in a
7 particular transmittable data format at a particular
8 server system from among a plurality of independent
9 server systems, wherein each of said plurality of
10 independent server systems respectively comprises a
11 database of services and products provided by a
12 particular consumer provider from among said plurality of
13 consumer providers;

14 means for designating an offering of services and
15 products for said particular user at said particular
16 server system, in response to comparison of said consumer
17 preferences with said database of services and products
18 at said particular server system; and

19 means for transmitting said designated offering to
20 said portable computer system in said particular
21 transmittable data format.

1 45. A method for automatically electronically
2 registering a user with a plurality of consumer
3 providers, said method comprising the steps of:

4 receiving at each of a plurality of server systems a
5 user profile comprising a plurality of profile elements
6 transmitted in a particular transmittable data format for
7 a particular user from a portable computer system,
8 wherein each of said plurality of server systems is
9 respectively associated with one of a plurality of
10 consumer providers;

11 inserting each of said plurality of profile elements
12 respectively into a specified plurality of electronic
13 registration elements required for electronic
14 registration at a particular server system from among
15 said plurality of server systems; and

16 transmitting a registration indicator for said
17 particular user from said particular server system to
18 said portable computer system in said particular
19 transmittable data format, such that said particular user
20 is automatically registered with said plurality of
21 consumer providers by transmitting said single user
22 profile to said plurality of server systems.

1 46. The method for automatically electronically
2 registering a user according to claim 45, said method
3 further comprising the step of:

4 storing said electronic registration in association
5 with said particular registration indicator at said
6 particular server system.

1 47. The method for automatically electronically
2 registering a user according to claim 46, said method
3 further comprising the step of:

4
5 in response to receiving said registration indicator
6 at said particular server system, retrieving said
7 electronic registration for said particular user.

1 48. The method for automatically electronically
2 registering a user according to claim 45, said method
3 further comprising the steps of:

4 automatically filtering a plurality of products and
5 services offered by said particular consumer provider
6 according to said user profile for said particular user;
7 and

8 transmitting a specified offering from among said
9 plurality of products and services to said portable
10 computer system for said particular user.

1 49. The method for automatically electronically
2 registering a user according to claim 45, said step of
3 receiving at each of a plurality of server systems a user
4 profile comprising a plurality of profile elements

5 transmitted in a particular transmittable data format for
6 a particular user from a portable computer system,
7 further comprising the step of:

8 receiving said user profile in an extensible mark-up
9 language data format.

1 50. The method for automatically electronically
2 registering a user according to claim 45, said step of
3 transmitting a registration indicator for said particular
4 user from said particular server system to said portable
5 computer system in said particular transmittable data
6 format, further comprising the step of:

7 transmitting a registration cookie from said
8 particular server system to said particular portable
9 computer system.

1 51. A system for automatically electronically
2 registering a user with a plurality of consumer
3 providers, said system comprising:

4 means for receiving at each of a plurality of server
5 systems a user profile comprising a plurality of profile
6 elements transmitted in a particular transmittable data
7 format for a particular user from a portable computer
8 system, wherein each of said plurality of server systems
9 is respectively associated with one of a plurality of
10 consumer providers;

11 means for inserting each of said plurality of
12 profile elements respectively into a specified plurality
13 of electronic registration elements required for
14 electronic registration at a particular server system
15 from among said plurality of server systems; and

16 means for transmitting a registration indicator for
17 said particular user from said particular server system
18 to said portable computer system in said particular
19 transmittable data format, such that said particular user
20 is automatically registered with said plurality of
21 consumer providers by transmitting said single user
22 profile to said plurality of server systems.

1 52. The system for automatically electronically
2 registering a user according to claim 51, said system
3 further comprising:

4 means for storing said electronic registration in
5 association with said particular registration indicator
6 at said particular server system.

1 53. The system for automatically electronically
2 registering a user according to claim 52, said system
3 further comprising:
4

5 means for retrieving said electronic registration
6 for said particular user, in response to receiving said
7 registration indicator at said particular server system.

1 54. The system for automatically electronically
2 registering a user according to claim 51, said system
3 further comprising:
4

5 means for automatically filtering a plurality of
6 products and services offered by said particular consumer
7 provider according to said user profile for said
particular user; and

8 means for transmitting a specified offering from
9 among said plurality of products and services to said
10 portable computer system for said particular user.

1 55. The system for automatically electronically
2 registering a user according to claim 51, said means for
3 receiving at each of a plurality of server systems a user
4 profile comprising a plurality of profile elements

5 transmitted in a particular transmittable data format for
6 a particular user from a portable computer system,
7 further comprising:

8 means for receiving said user profile in an
9 extensible mark-up language data format.

1 56. The system for automatically electronically
2 registering a user according to claim 51, said means for
3 transmitting a registration indicator for said particular
4 user from said particular server system to said portable
5 computer system in said particular transmittable data
6 format, further comprising:

7 means for transmitting a registration cookie from
8 said particular server system to said particular portable
9 computer system.

1 57. A program for automatically electronically
2 registering a user with a plurality of consumer
3 providers, residing on a computer usable medium having
4 computer readable program code means, said program
5 comprising:

6 means for receiving at each of a plurality of server
7 systems a user profile comprising a plurality of profile
8 elements transmitted in a particular transmittable data
9 format for a particular user from a portable computer
10 system, wherein each of said plurality of server systems
11 is respectively associated with one of a plurality of
12 consumer providers;

13 means for enabling insertion of each of said
14 plurality of profile elements respectively into a
15 specified plurality of electronic registration elements
16 required for electronic registration at a particular
17 server system from among said plurality of server
18 systems; and

19 means for transmitting a registration indicator for
20 said particular user from said particular server system
21 to said portable computer system in said particular
22 transmittable data format, such that said particular user
23 is automatically registered with said plurality of
24 consumer providers by transmitting said single user
25 profile to said plurality of server systems.

1 58. The program according to claim 57, said program
2 further comprising:

3 means for storing said electronic registration in
4 association with said particular registration indicator
5 at said particular server system.

1 59. The program according to claim 58, said program
2 further comprising:

3
4 means for retrieving said electronic registration
5 for said particular user, in response to receiving said
6 registration indicator at said particular server system.

1 60. The program according to claim 58, said program
2 further comprising:

3 means for transmitting a registration cookie from
4 said particular server system to said particular portable
5 computer system.

1 61. A method for managing staff at a consumer provider,
2 said method comprising the steps of:

3 receiving at a server system associated with a
4 particular consumer provider a plurality of consumer
5 preferences associated with a particular user transmitted
6 from a portable computer system associated with said
7 particular user when said portable computer system is
8 detected within a particular proximity of said particular
9 consumer provider;

10 filtering at said server system said plurality of
11 consumer preferences according to products or services
12 provided by said particular consumer provider; and

13 controlling output of selective instructions for
14 staff of said particular consumer provider, in response
15 to filtering said plurality of consumer preferences
16 according to products or services provided by said
17 particular consumer provider, such that said staff for
18 said particular consumer provider receive selective
19 instructions for serving said particular user according
20 to said plurality of consumer preferences and said
21 products or services provided by said particular consumer
22 provider when said particular user is within a particular
23 proximity of said particular consumer provider.

1 62. The method for managing staff at a consumer provider
2 according to claim 61, said step of filtering at said
3 server system said plurality of consumer preferences
4 according to products or services provided by said

5 particular consumer provider further comprising the step
6 of:

7 distinguishing a selection of products for said
8 particular user from among a plurality of products
9 offered by said particular consumer provider that satisfy
10 said consumer preferences for said particular user.

1 63. The method for managing staff at a consumer provider
2 according to claim 61, said step of filtering at said
3 server system said plurality of consumer preferences
4 according to products or services provided by said
5 particular consumer provider further comprising the step
6 of:

7 distinguishing a selection of services for said
8 particular user from among a plurality of services
9 offered by said particular consumer provider that satisfy
10 said consumer preferences for said particular user.

1 64. The method for managing staff at a consumer provider
2 according to claim 61, said step of filtering at said
3 server system said plurality of consumer preferences
4 according to products or services provided by said
5 particular consumer provider further comprising the step
6 of:

7 distinguishing staff treatment of said particular
8 user according to said consumer preferences for said
9 particular user.

1 65. A staff management system, said system comprising:

2 a server system associated with a particular
3 consumer provider that includes a database of products or
4 services provided by said particular consumer provider;

5 a transceiver associated with said server system for
6 receiving a plurality of consumer preferences associated
7 with a particular user transmitted from a portable
8 computer system associated with said particular user when
9 said portable computer system is detected within a
10 particular proximity of said particular consumer
11 provider;

12 a filtering element executable on said server system
13 that filters said plurality of consumer preferences
14 according to products or services provided by said
15 particular consumer provider; and

16 an output controller for controlling output of
17 selective instructions for staff of said particular
18 consumer provider at a particular output interface, in
19 response to filtering said plurality of consumer
20 preferences according to products or services provided by
21 said particular consumer provider, such that said staff
22 for said particular consumer provider receive selective
23 instructions for serving said particular user according
24 to said plurality of consumer preferences and said
25 products or services provided by said particular consumer
26 provider when said particular user is within a particular
27 proximity of said particular consumer provider.

1 66. The staff management system according to claim 65,
2 said filtering element further comprising:

3 means for distinguishing a selection of products for
4 said particular user from among a plurality of products
5 offered by said particular consumer provider that satisfy
6 said consumer preferences for said particular user.

1 67. The staff management system according to claim 65,
2 said filtering element further comprising:

3 means for distinguishing a selection of services for
4 said particular user from among a plurality of services
5 offered by said particular consumer provider that satisfy
6 said consumer preferences for said particular user.

1 68. The staff management system according to claim 65,
2 said filtering means further comprising:

3 means for distinguishing staff treatment of said
4 particular user according to said consumer preferences
5 for said particular user.

1 69. A program for managing staff at a consumer provider,
2 residing on a computer usable medium having computer
3 readable program code means, said program comprising:

4 means for receiving at a server system associated
5 with a particular consumer provider a plurality of
6 consumer preferences associated with a particular user
7 transmitted from a portable computer system associated
8 with said particular user when said portable computer
9 system is detected within a particular proximity of said
10 particular consumer provider;

11 means for filtering at said server system said
12 plurality of consumer preferences according to products
13 or services provided by said particular consumer
14 provider; and

15 means for controlling output of selective
16 instructions for staff of said particular consumer
17 provider, in response to filtering said plurality of
18 consumer preferences according to products or services
19 provided by said particular consumer provider, such that
20 said staff for said particular consumer provider receive
21 selective instructions for serving said particular user
22 according to said plurality of consumer preferences and
23 said products or services provided by said particular
24 consumer provider when said particular user is within a
25 particular proximity of said particular consumer
26 provider.

1 70. A method for managing electronic advertising from a
2 consumer provider, said method comprising the steps of:

3 receiving at a server system associated with a
4 particular consumer provider a plurality of consumer
5 preferences associated with a particular user transmitted
6 from a portable computer system associated with said
7 particular user when said portable computer system is
8 detected within a particular proximity of a plurality of
9 output devices associated with said particular consumer
10 provider;

11 filtering at said server system a plurality of
12 electronic advertisements for products or services
13 provided by said particular consumer provider according
14 to said plurality of consumer preferences; and

15 controlling output of said filtered electronic
16 advertisements from among said plurality of electronic
17 advertisements to a particular output device from among
18 said plurality of output devices wherein said particular
19 user is detected within a particular proximity of said
20 particular output device, such that said electronic
21 advertisements for said particular retailer are adjusted
22 at said plurality of output devices according to consumer
23 preferences of users within a particular proximity of
24 each of said plurality of output devices.

1 71. An electronic advertising management system, said
2 system comprising:

3 a server system associated with a particular
4 consumer provider that includes a plurality of electronic
5 advertisements for products or services provided by said
6 particular consumer provider;

7 a transceiver associated with said server system for
8 receiving a plurality of consumer preferences associated
9 with a particular user transmitted from a portable
10 computer system associated with said particular user when
11 said portable computer system is detected within a
12 particular proximity of said particular consumer
13 provider;

14 a filtering element executable on said server system
15 that filters said plurality of electronic advertisements
16 according to said plurality of consumer preferences; and

17 an output controller for controlling output of said
18 filtered electronic advertisements from among said
19 plurality of electronic advertisements to a particular
20 output device from among said plurality of output devices
21 wherein said particular user is detected within a
22 particular proximity of said particular output device,
23 such that said electronic advertisements for said
24 particular retailer are adjusted at said plurality of
25 output devices according to consumer preferences of users
26 within a particular proximity of each of said plurality
27 of output devices.

1 72. A program for managing electronic advertising from a
2 consumer provider, residing on a computer usable medium
3 having computer readable program code means, said program
4 comprising:

5 means for receiving at a server system associated
6 with a particular consumer provider a plurality of
7 consumer preferences associated with a particular user
8 transmitted from a portable computer system associated
9 with said particular user when said portable computer
10 system is detected within a particular proximity of a
11 plurality of output devices associated with said
12 particular consumer provider;

13 means for filtering at said server system a
14 plurality of electronic advertisements for products or
15 services provided by said particular consumer provider
16 according to said plurality of consumer preferences; and

17 means for controlling output of said filtered
18 electronic advertisements from among said plurality of
19 electronic advertisements to a particular output device
20 from among said plurality of output devices wherein said
21 particular user is detected within a particular proximity
22 of said particular output device, such that said
23 electronic advertisements for said particular retailer
24 are adjusted at said plurality of output devices
25 according to consumer preferences of users within a
26 particular proximity of each of said plurality of output
27 devices.